

Sign The Petition For Children's Playground At Ocean Beach

KIRK SMITH
Editor—Publisher
KATHERINE SMITH
Social Editor—Treas.

THE BEACH NEWS

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Friday, November 14, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

Mission Beach Playground

VERY VALUABLE LAND
WITHDRAWN FROM SUBDIVISION
AT POPULAR RESORT

Furthering plans for making Mission Beach the most attractive amusement and pleasure resort on the Pacific coast, the Mission Beach company has legally set aside an immense thirty-acre tract as a playground for the public. By an order of the superior court, signed early this week by Judge Andrews, a very valuable grant of land was withdrawn from subdivision, making possible the formal dedication of the great amusement center at Mission Beach.

Rapid progress is being made toward the completion of the big bathhouse to be opened early in the coming year and plans are in process of consummation for the construction of several important units in the extensive pleasure zone. There is a steady and healthy demand for residential lots and substantial new houses are being built both on the bay and ocean front sections.

O. B. DRY GOODS STORE
No use being cold when you can get a pair of full-size wool and cotton blankets for \$2.45.

DR. HAYDEN'S RESIGNATION
REGRETTED BY BAPTIST
CHURCH BOARD

The announced resignation by Dr. Herbert E. Hayden, of the pastorate of the O. B. Baptist Church has been accepted by the official board of the church under protest and with much regret. Owing to continued ill-health, due to bronchial troubles, greatly aggravated by climatic conditions, Dr. Hayden has found that it will be necessary for him to seek a higher and more dry atmosphere. He will end his connection with the church here on November 23 and will go direct to Pasadena and later to the interior country for recuperation. During his pastorate in Ocean Beach Dr. Hayden has deeply endeared himself to a wide circle of friends, as well as to "The Beach News" staff, all of whom individually and collectively most sincerely regret his departure while wishing him every good fortune in his future environment.

BASEBALL

O. B. CLUB COMBATS

S. D. ELECTRIC RY. TEAM

NEXT SUNDAY

On the home grounds at Froude street and Muir avenue, the Ocean Beach baseball team will cross bats next Sunday with the crack San Diego Electric Railway club. The game promises to be a humdinger, and we'll all be there with bells on. Shorty Shaffer says he's wondering which side Fay Smalley will root for? The popular traffic manager is a beach resident, yet his whole being is bound up with transportation problems. Wonder if Fay can carry water on both shoulders?

We'll see!
The diamond is being put into fine shape and the majority of neighbors as well as all fandom will give great acclaim to Tom Smith for his yeoman service in making the field very presentable and altogether attractive.

Picture Frames, Froide's, opp. P.O.*

CHILD IS INJURED

PLAYING IN STREET

Last Wednesday afternoon one of Mrs. Holder's children of Cape May avenue, was knocked down by an auto truck on Bacon street and only escaped death or serious injury by the quick action of the driver in swerving his machine. Another illustration of the need of a children's playground!

BUY A TICKET FOR
FIREMEN'S BENEFIT BALL
THANKSGIVING EVE

The San Diego Firemen's Relief Association will hold their fifteenth annual benefit ball on Wednesday evening, Nov. 26, at the Civic Auditorium in Balboa Park. Tickets have been placed at \$1 per couple and can be obtained from any of the fire laddies connected with the Ocean Beach department. Get yours NOW and help the brave boys who are ever ready to help you in the emergency of danger.

El Capitan PRO

VITAL WATER ISSUE TO
BE DISCUSSED AT THE
O. B. DANCE PAVILION

People of Ocean Beach, as well as people of San Diego, will have an opportunity to get first hand information regarding the El Capitan bonds Sunday at the dance pavilion. Well informed speakers will be on hand to discuss this vital issue and answer questions of those wishing additional facts and figures.

The speaking will be preceded by a band concert furnished by the K. of P. band from San Diego. This concert is scheduled to take place from 11 o'clock to 1 o'clock. After that the program of speaking will start.

Everybody is invited to attend this meeting. Residents of this section are also urged to attend the monster debate to be held at the Spreckels Theatre next Monday evening. This debate will come on the eve of the election and promises to be one of the most hotly contested word battles ever staged here.

The Citizens' Committee for El Capitan bonds is doing its utmost to get information to the voters. At headquarters, 212 Broadway, San Diego, one may secure literature and arrange for speakers.

SHERWIN-WILLIAMS PAINTS—
San Diego prices—O. B. Feed, Fuel
and Express, 1926 Bacon St. Phone
Pt. Loma 20-W.

FRANK S. RUNYON

SOLICITING PATRONAGE FOR
ORIGINAL FRENCH LAUNDRY

"The supreme in laundry service" is the motto adopted by Frank S. Runyon, who has contracted to look after the beach and Point Loma district patronage for the Original French Laundry bearing the splendid reputation of being established in San Diego over a quarter of a century. A specialty is made of rough dry, dry wash and finished work for families and it is announced that bundles can be left at Burkhardt's Cigar store, next to the O. B. postoffice, or at Runyon's grocery, 1906 De Foe street, or work will be called for and delivered by phoning 668-63 for the beach district driver of the Original French Laundry.

Ocean Theatre

CHARLIE CHAPLIN,

"THE FIGHTING AMERICAN"

AND "FEET OF CLAY"

The big feature next week at the Ocean Theatre will be Cecil B. De Mille's "Feet of Clay," with an all-star cast. On Sunday the last of the "Telephone Girl" series will be seen, with Pat O'Malley in "The Fighting American," as the headliner. Tomorrow a Charles Chaplin comedy is booked, in addition to a great western attraction, and all at popular prices.

Don't Miss "LOMA LORE" series

Tam Deering, Secretary Community Service Boosts Playground Bond Issue

COMMUNITY SERVICE OF SAN DIEGO, CALIF.
November 6, 1924

Mr. Kirk Smith, Editor "The Beach News,"
Ocean Beach, San Diego, Calif.

Mr. dear Mr. Smith: I have just had a report from the office of the City Attorney that to secure an election for a district bonding project such as we proposed calls for "At least ten per cent of the qualified electors resident in the district."

The district bond issue proposition for a children's playground is beyond question the proper way to handle this thing it seems to me. I am so glad that you have undertaken it in this manner. It will be fair to everyone. The money cost or it will be taken care of by those who actually get the benefit. This petty sum of \$4,000 is nothing when divided among the several thousand property owners. It will be an exceedingly paying investment for them. The \$4,000 provided by them will secure the \$2,000 from the Harmon Foundation, then it is plain to me at least, that it will make it inevitable that within a very short time the Board of Education will find it desirable to purchase the several dwellings on this plot of land so as to round out the grounds.

Furthermore, by this action on the part of the community itself the whole city of San Diego will be convinced in a very dramatic manner of the earnestness of Ocean Beach in wanting to have a real community center and this will quiet any "holler" that might be made by other districts in San Diego when Ocean Beach calls on the Board of Education for an auditorium. So that the \$4000 raised by the district will in my judgment result in procuring many times that amount which will all be used in the development of a community center in connection with the school.

From a cold-blooded business point of view such a playground and such a community center would be a great addition to the community and would very materially add value to every piece of property in the district.

We hope very earnestly that the matter will be pushed forward with the same expedition that you have shown in the last couple of weeks. The steps you have taken since the offer of the gift was made in having the meeting of the Chamber of Commerce, the appointment of your committee the holding of the community meeting and the getting out of the petitions have given you an effective start which if followed up while it is fresh will be much more easily and successfully concluded. If as many people as possible could be gotten to working at once with the petitions, getting signers and you could roll up not merely ten per cent, but sixty or seventy-five per cent, of the qualified electors all Ocean Beach would be smothered. It seems to me that there will be great advantage in getting such a large number of signers.

I am mighty glad to have made your acquaintance and it gives me great personal satisfaction to know that you have so completely identified yourself with the Ocean Beach community and are in a position to so effectively serve the people of that community in building a real community life. It is not an easy thing to build a real community life anywhere, whether it be a small town or a large city, but it is, I believe, the most worth while thing in America today. If we can help you by making extra copies of the petition or in any other way, count on us.

Very cordially yours,

TAM DEERING.

Kodak Films, FROIDE'S, opp. P.O.* Kodak Finishing FROIDE'S op. P.O.*

PARENTS URGED TO VISIT PUBLIC SCHOOLS NEXT WEEK

WONDERFUL WORK

ACCOMPLISHED BY CHILDREN
IN ALL GRADES

The week of November 17 to 23 is termed by the United States Bureau of Education as American Education Week, but according to the Board of Education of San Diego, it is more rightfully "Parents Visit Your Schools" Week, for during next week all parents are urged to pay a visit to at least one of San Diego's schools and, if possible, more than one. Even though your children are not yet of school age, a visit to your neighborhood school will be a revelation to you.

And, by the way, have you visited any of San Diego's schools during the past year? Have you been to the beach and Point Loma district schools and witnessed your little children learning how to open a bank account, how to write checks, how to make out deposit slips—in fact, learning when only 5 or 6 years old to do the things that you did not learn until you were grown up?

Have you seen your boy and girl making all the paraphernalia for the story of the "Covered Wagon" or the California missions? In the old days your boy and girl would have been apprenticed when about 12 years old to a brick maker or a wagon maker or to any kind of a tradesman to learn how to do things. Today your child does not have to wait until he is 12 before he begins to learn how to make things with his hands. He learns it in the classroom along with his reading, writing and arithmetic.

Have you visited your Junior high schools or the Russ high school? Have you seen your boy and girl gravely conducting the government of the school, reporting meetings, deciding weighty questions, or learning how to efficiently conduct a home? Do you realize that in your grandmother's and grandfather's day, the children had to be taught these things at home?

There is another reason you as a parent should visit the schools. It is because you are citizens paying for these schools through your taxes. You are stockholders in a big investment. A good investor takes a look over his investment properties once in awhile to learn if they are being conducted right. Get acquainted with the teachers and the principals. You'll find them regular folks, people, just as interested in your John and Bill and Mary as you are.

Another thing, if you visit the schools and see what your children are doing, you will understand their conversation at home, and in this way be able to keep that palpsch with them which means so much to you as a father and a mother. Educational methods have moved so rapidly in the past ten years that few of us realize the advances that have been made, and really there's a lot of fun in visiting the schools now. Go any time of the day next week and see your neighborhood school. And then just for curiosity and the fun of the thing, visit the school in your next district, or the high school. Each day will have a different program, each school will have something different to show you.

Schools Better Than Ever

TWO NEARLY FORGOTTEN
STANZAS OF "AMERICA"

Our glorious land today,
'Neath education's sway,
Soars upward still.
Its halls of learning fair,
Whose bounties all may share,
Behold them everywhere,
On vale and hill!

Thy safeguard, Liberty,
The school shall ever be—
Our Nation's pride!
No tyrant hand shall smite,
While with encircling might
All here are taught the Right
With Truth allied.

El Capitan CON

MAYOR AND COUNCIL

FURIOUSLY FIGHTING OVER
DAM BOND ISSUE

With the promise of putting before the voters of San Diego a reasonable, economical plan of water development which will amply guard the city's interests, will protect the back country, will do away with litigation and quarreling, the Mayor of San Diego, the Mayor's Citizen Committee of Fifty, the Water Committee of the Chamber of Commerce, and a majority of the directors of the Chamber of Commerce, are fighting against the El Capitan Dam bond issue, to be voted on next Tuesday.

Mayor Bacon has stated in the public press that the El Capitan Dam plan is extravagant. He says it will tie up the city's bonding capacity for years. He declares it is a hastily conceived plan contrary to the advice of Engineers Savage and Freeman. In spite of attacks, he is standing by his guns and is spending the entire week in speaking for his side throughout the city.

It is contended by the opponents of the El Capitan plan that the council, for political reasons, has deliberately thrown aside the advice of the best engineers that could be hired, and is trying to put over a scheme that will bring on prolonged litigation and will make enemies of the city and the back country for years to come.

Out of the hurricane of confusing figures and minor issues, the average citizen apparently has to choose between the council on one side and the mayor, the Chamber of Commerce and its colleagues and Engineers Freeman and Savage on the other.

"Follow Freeman and Save Money" is the slogan of the El Capitan opponents.

THE BEAUTY SHOP
Phone Point Loma 63-W

GET HENRY EULBERG

TO TEST YOUR HEADLIGHTS
ACCORDING TO LAW

Starting tomorrow, Saturday, November 15, inspection squads will begin the investigation of signal devices and stop lights on motor vehicles in every county in the state. They will work three evenings a week until December 31, when the new regulations go into effect, and violators will be arrested and fined. An official testing station has been established by Henry Eulberg at the Ocean Beach Garage and it will be to your benefit to have your headlights tested at once.

PETITION FOR CHILDREN'S PLAYGROUND
OCEAN BEACH, CALIF., NOVEMBER, 1924

We, the undersigned, petitioners, hereby express our earnest desire for an Ocean Beach Bond Issue to be voted upon at the regular election in March, 1925, for the purpose of obtaining \$4,000, in conformity with the requirements as outlined for securing the Harmon Fund donation of \$2,000 towards the institution of a permanent Children's Playground in the Ocean Beach School District:

Name _____ Address _____
Name _____ Address _____
Name _____ Address _____

(Sign, clip and mail petition to "The Beach News")

THE SCHOOLS OF TODAY

We often hear the criticism that the schools of today are not as thorough in the teaching of the three R's as the schools a generation ago.

There is no evidence to show that such is the case. The evidence as exists points in the opposite direction.

In 1905 several sets of old examination papers were found. These 1846 examinations have been given to children in the present-day schools, and the results compared, with the greater percentage largely in favor of the modern methods in every way.

The schools of today are doing more and are doing it more efficiently.

The burden placed upon the modern school has been tremendously increased in recent years. Parents' hair turned gray over many duties in the training of their children that were formerly performed in the home. These the schools perform, not because they particularly desire to be responsible for them, but because if not cared for by the school they would be neglected altogether.

In spite of these additional burdens, the school is performing its traditional work more effectively than ever before.

O. B. SCHOOL ITEMS

By Thelma Martin, 8th Grade.

The O. B. school is getting up a nice collection for education week. We will not tell you what it is, for we would rather have you come and see for yourself.

Our school is going to have a fair before the Christmas holidays. There are going to be some very nice things for sale, somewhat like the fair we had at Easter, of this year.

We don't want you to forget, the week of the 17th to 23rd is Education Week. Everybody is invited.

It will do your EYES good to see
CASTIEN, Rooms 16-17, Sefton
Bldg., Fifth and C. Phone 644-27.

O. B. LIBRARY

MARGARET RANKIN, Librarian

The O. B. Branch Library is pleased to announce the following new non-fiction books:

Argonauts of '49 (Howe); Civilization and the Microbe (Kendall); What to Eat in Health and Disease (Harrow); Aircraft Mechanic's Handbook (Calvin); Business Fundamentals (Babson); Picture Analysis of Golf Strokes (Barnes); Motor Camping (Long); Best Poems of 1923 (Strong); Outline of Literature Vol. III (Drinkwater); New Hampshire (Frost); Representative One-Act Plays by British and Irish Authors (Clark); Social Life in Ancient Egypt (Retrie); France to Scandinavia (Carpenter); Spain in Silhouette (Hale); Mayfair to Moscow (Sheridan); Beachcomber in the Orient (Foster); Cairo to Kisumu, Egypt, the Sudan (Carpenter); Canada and Newfoundland (Carpenter).

Stationery Supplies, Froide's, op. P.O.

DEMISE OF MRS. FISH

Mrs. Matilda Ann Fish, grandmother of Dale O. Fish of Ocean Beach, passed away November 10 at Chula Vista. She was a native of Indiana and had reached the age of 76 years.

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BEACH PROPERTY

AT YOUR SERVICE

Kirk Smith

LICENSED REALTY BROKER

Extra Inducements for
EXCLUSIVE LISTINGS

4829 SARATOGA AVENUE
Office of "The Beach News"
Ocean Beach, Calif.
PHONE, POINT LOMA 17

Pick and Purchase From
These Choice Listings

SUNSET CLIFFS section, four lots, one improved with cottage; will divide plot; priced below par; near car line. Big bargain for home seekers or investor. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

BUSINESS PROPERTY, including buildings; heart of commercial district, near electric car line. Best buy at the beach. If you're looking for a business snap, don't miss this. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

BEAUTIFUL BAY SITE with furnished cottage; lot 50x148 from boulevard to bay; big bargain where values are steadily increasing; only \$3,000 with special terms. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

FOUR LOTS, centrally located; house on one lot; owner will sell whole parcel or divide in pairs; priced way down; ask about this splendid offering. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

SIX LOTS, with cozy cottage, garage; chicken runs; bearing fruit trees, rich garden; wonderful chance for couple to combine business with beach home; only \$6,000; good terms. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

GOOD-PAYING BUSINESS, worth \$1000, will sacrifice for \$650; owner called east; long lease, fair rental. Bargain for quick buyer. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

FOUR LOTS—Finely situated in central addition La Jolla; 100x160; between three streets; \$1,200; splendid investment. Exclusively listed with Kirk Smith, licensed realty broker, office of "The Beach News."

TOP OF THE CREST, corner lot, billion dollar view for just an even \$1000; just suited for square artistic residence; on market for short time only. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

INCOME PROPERTY—Three furnished cottages on two lots, 50x140; centrally located in Ocean Beach; double garage; total rentals, \$85 monthly; \$7000, good terms. Exclusively listed for short time only with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

NEW MODERN HOUSE, 4 rooms and bath; built-in features, lot 25x100; central, near main boulevard; exceptional bargain for cash, or will exchange for lots and cash difference. Splendid investment proposition. Specially listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

FINE HOME, lot 50x140, bearing fruit trees, splendid view, \$5,000. Reasonable terms. Exclusively listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

HERE'S A GREAT BUY—Four fine lots, concrete foundation on one ready for building house; big bargain, owner needs cash. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

TEN PERCENT down on \$3000 bargain, one of finest locations at beach. Must be seen to be appreciated. Specially listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

TWO LOTS, on the crest, 80x100, priced way down, good terms, surrounding values steadily increasing.

Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

M. A. Le Clair

The Guarantee Roofer
Sole Manufacturer of

"EVERLASTIC ROOF PRESERVER"

I repair and recoat your shingle, tin, composition or tar ROOFS, and Guarantee to take care of them for five years. In San Diego since 1907. Insured against accident. No jobs too large. Most complete ROOFING outfit in the city. Le Clair, "the Guarantee Roofer."

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RUBBER GOODS SEASON

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OCEAN BEACH PHARMACY

F. H. KRAFT, Prop.

Corner Bacon and Newport Aves.

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Attractive HOME Building

Plans furnished and made to correspond with your own individual ideas—incorporating all those little things that make the place called HOME.

Co-operation and willingness to serve the owner, is my motto. Satisfied Home-Owners are the best reference a Builder can offer. If you want your HOME built right and according to your own ideas, phone

JOSEPH C. KELLEY, Contractor and Builder

Phone 661-44 2341 Brant St., San Diego, Calif.

Phone, Point Loma 112-J.

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Large Can PEACHES 20c

SPECIAL

OLIVES, per can 5c



OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.

5068 NIAGARA AVENUE

Phone: Point Loma 152

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Estimates
Plumbers' Supplies and Heaters.

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STATION

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Adjusted by Experts in Conform-
ity With State Law.

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REPLACEMENT PARTS, TIRES
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Residence Phone Point Loma 125-J Office Phone Point Loma 136

FEED, FUEL and HARDWARE

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



HAPPY CELEBRATION FOR FOURTH ANNIVERSARY OF BOBBY SPENCER

A most enjoyable birthday party was held at the home of Mr. and Mrs. D. J. Spencer at 4860 Narragansett avenue last Wednesday afternoon in honor of the fourth birthday anniversary of their son, Bobby Spencer. The dining room was beautifully decorated in orange and white and with orange streamers running from the ceiling to each plate. A delicious white cake, with orange icing and holding four candles, was the centerpiece, while dainty orange candy baskets were the favors. Mrs. Fred Reid, whose birthday anniversary came on the same day, was the especially invited honor guest, also having a birthday cake with one candle. Mrs. Wm. Rabahl and Mrs. Harold Finney assisted the charming hostess, while little Doris Reid and Billy Alexander served the mothers in the living room. A general good time was had by all present, while the end of a perfect day, finished with a horn blowing jubilee. The happy little ones present were: Walter Roberts Jr., Dorothy Jean Rasmussen, Jerry and Dora Fichelsen, Benny Johnston, Evelyn and Marjorie Louise Kelly, all of San Diego, Morgan and Kenneth Finney of Escondido, Eileen Finley, Marjorie Hauck, Shirley Wickern, June Evans, Floyd Evans, Jimmy Dougherty, Jr., George Baxter, Billy Nelson, Jr., Orlin and Kenneth Spotts, Baby Alexander and Dickie Spencer, all of Ocean Beach. The grown-ups who shared in the pleasures of the day were: Mrs. Milton Kelly, Mrs. Henry Fichelsen, Mrs. Wallace Johnston, Mrs. Arthur Rasmussen and Mrs. Walter Roberts of San Diego, Mrs. Harold Finney of Escondido, Mrs. L. E. Baxter, Mrs. Wm. Alexander, Mrs. Floyd Evans, Mrs. James Dougherty, Mrs. Wm. Nelson, Mrs. Fred Reid, Mrs. Wm. Rabahl, Mrs. George Finley, Mrs. Ed Wickern and Mrs. Orlin Spotts of Ocean Beach.

Birthday Cards, FROIDE'S, opp. P. O.

MOTORING NORTH ON PLEASURE TRIP

Mr. and Mrs. H. A. Lyman, of Cape May avenue, left yesterday with Leslie E. Lyman and his family on an extensive motor trip to Los Angeles, Alhambra and Sacramento. They are traveling in a new Oakland car equipped with an electric heater and other modern conveniences for a comfortable journey.

DON'T FORGET to buy a ticket for the Firemen's benefit ball to be held in the Civic Auditorium on Thanksgiving eve.

SELLING OUT!—Ladies' brush wool sweaters, up-to-date style, at the O. B. DRY GOODS STORE, for \$3.95 and \$4.95.

DELIGHTFUL DUCK DINNER

Mr. and Mrs. Edwin Reed of 3640 Grimm avenue, entertained with a most delicious duck dinner last Tuesday evening, for Mr. and Mrs. Kirk Smith, of 4829 Saratoga avenue. Mr. Reed is the popular and efficient public administrator of San Diego.

Mr. and Mrs. H. H. Reid moved last week into their new home at 4935 Del Monte avenue.

Rev. and Mrs. N. M. Malouf entertained at dinner last Friday for Mrs. M. J. Fankhanel and Mrs. Lou Stockton of Ramona.

Miss Mary Ozmun, daughter of Mr. and Mrs. H. H. Ozmun, of 4941 Long Branch avenue, who has been very ill with a severe cold for the past two weeks, is slowly improving.

Mrs. A. L. Turner, who has been residing in San Diego for some time, has returned to her beach home on Cape May avenue.

Mrs. John Snel of Los Angeles, spent the week-end with ye editor and Katherine. Mrs. Snel came here to help celebrate the birthday anniversary of her only sister, Mrs. Kirk Smith.

MISS RUTH HEFFRON WINS IN DANCE CONTEST FOR CHAMPIONSHIP

At the prize fox trot dance contest held last Wednesday night in Benbough's dance pavilion. Miss Ruth Heffron and Carl Hall were declared winners in the fourth week's contest, making them eligible for next Wednesday's championship dance when the winners of each of the four weekly contests will compete for the two \$50 silver loving cup championship prizes. Miss Heffron resides at 4817 Saratoga avenue, and is considered to be one of the best dancers in Southern California.

THE BEAUTY SHOP
Phone Point Loma 63-W

OCEAN BEACH

FOLK HONORED AT

BIRTHDAY FETE

(San Diego Union, Nov. 14)

Mr. and Mrs. Kirk Smith, editors of the Beach News, of Ocean Beach, were hosts at a dinner dance held recently at the Pacific cafe. Covers were laid for 16 and during the progress of the evening's entertainment, congratulations were offered Mrs. Smith, whose birthday was being celebrated, not only by the invited guests but by the management and patrons of the house.

Virgil Bruschi, Sr., voiced the sentiments of the other participants in a complimentary speech addressed to Mrs. Smith, who although a recent bride has been a resident of San Diego for 16 years and has a large group of friends here. Mr. Smith recently came here after a successful editorial career in New York city and vicinity.

Mrs. Smith was the recipient of a beautiful array of presents. The event of the evening was when, amid the cheers of onlookers, a large birthday cake, lit with candles, was placed before the hostess and rested upon a bed of carnations and ferns. The guests were Mr. and Mrs. Virgil Bruschi, Sr., Mr. and Mrs. Edwin Reed, Mr. and Mrs. Edward F. Cooper, Mr. and Mrs. Alfred E. Stewart, Mr. and Mrs. A. B. Gordon, Mrs. Kate J. Mossholder, Mrs. Winifred Davidson, Will T. Scott and Mrs. John Snel, who came from Los Angeles to attend.

CHILDREN'S WELFARE CONFERENCE

Under the auspices of the P. T. A. a children's welfare conference was held last Wednesday morning at the Congregational church. Miss K. Parmentier, R. N. Child Hygiene nurse of the P. T. A., and Mrs. W. L. Ellis, chairman, was present. Doctors in attendance were, Dr. F. J. Ratty, Dr. W. S. Kyes, Dr. Morgan Walcott and Dr. Wm. M. Thomas. Assisting with the work were Mrs. Cunningham and Mrs. O. E. Johnson of Ocean Beach.

HALLOWEEN SOCIAL

Mr. and Mrs. E. E. Ballinger, former Ocean Beachites, now residing at 4019 Thirtieth street, gave a Halloween party at their home recently. The invited guests included, Mrs. J. W. Ward of Chicago, Mrs. Helton, Mrs. Watson, Leon Binkley, Mrs. Wiley, Mrs. Whittemore, Mr. and Mrs. Wilcox, Mr. and Mrs. Higgins, Mr. and Mrs. Kerr and small daughter, Helen, and Mrs. Oldham.

PLANT A TREE FOR CHRISTMAS

Friday and Saturday of American Education Week while officially known as Physical Education Day and Community Day are also to be observed as Reforestation and Tree Planting Days. Community Service suggests that San Diego neighborhoods arrange to plant an evergreen tree on the school grounds to be known as the neighborhood Christmas tree and used for neighborhood Christmas celebrations each year.

A growing Cypress tree on the school grounds planted by the community and used as a Community Christmas tree would be a beautiful and personal embodiment of the community idea.

HELPFUL SUGGESTIONS ON COLOR SCHEMES GIVEN AT READING CLUB

Mrs. Carolyn Anderson gave "A Friendly Talk on Color" at the recent meeting of the Pacific Beach Reading club, which proved highly interesting and enjoyable. Her address outlined many valuable and helpful suggestions for planning and carrying out artistic color effects in dress, home and garden. Mrs. Anderson also exhibited various rugs, blankets, beads, etc., made by herself. The paper was so much appreciated the club voted to send it to the County Reciprocity bureau. Mrs. DeWitt Martin gave a recitation; little Marjorie Jane Martin gave a humorous recitation and Blaire Rogers, who has only been studying a few months, a violin number, accompanied by his mother, Mrs. Olive Rogers. Following the meeting, refreshments were served by the hostesses, Mrs. DeWitt Martin and Mrs. Olive Rogers.

DEMISE OF MRS. L. C. WARNER

Following a rather brief illness from constitutional ailment, Mrs. Lucy C. Warner passed peacefully away at her home in San Bernardino, Calif., November 6. She is survived by seven sons, one of whom, Harry C. Warner, is the proprietor of the linotyping establishment at 833 Eighth street, where the types are set for "The Beach News."

Mr. Warner and his brothers, in San Francisco and other cities reached San Bernardino in time to be present at their mother's funeral, which was largely attended and was characterized by a wealth of beautiful floral offerings.

Classified Ads Get Quick Results.

Read the "LOMA LORE" series in The Beach News every week for interesting historical facts, told most entertainingly by Winifred Davidson.

DON'T MISS THIS—Comfortable furnished beach home, 4 rooms, bath, gas, electricity, garage; extra rented cottage, on lot 50x140; most desirably located; bargains of a lifetime; only \$5,500. Special terms. Exclusively listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

LOS ANGELES—Special correspondent, MRS. ELLA SNEI, 415 West 37th street, Los Angeles, Calif.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue
Office, 5024 Newport Ave.

O. B. Cleaners
R.D. CRAPO, Prop.
Cleaning Dyeing
Pressing
1928 Bacon St.
Phone Point Loma 30-J

PASSMORE'S PLAYTHINGS

THE NEW 1925 LINE OF
JUVENILE AUTOS ARE
HERE

And also the Lloyd Doll Buggies, Columbia Tricycles and Scooters will be found in our basement salesroom. Visitors are always welcome.

PASSMORE'S

BIRD AND TOY STORE
Sixth at B., Opposite New
Commonwealth Bldg.

San Diego's All-Year-
Round
TOYLAND

No matter who or what you are or may become, you owe it to yourself and to your family to secure

LIFE—ACCIDENT—HEALTH

INSURANCE

MUTUAL LIFE INSURANCE
COMPANY
Of New York

SAN DIEGO BRANCH
308 Watts Building

Chas. Shields

Assistant District Supt.
Phone 643-72

Classified ads. get quick results

OCEAN THEATRE

SATURDAY

CHAS. CHAPLIN

COMEDY

Also BIG WESTERN FEATURE
Admission 15c and 20c

SUNDAY

"THE FIGHTING AMERICAN"
with
PAT O'MALLEY
Also
The Last of the "Telephone Girl"
News and Comedy
At Regular Prices

WED. and THURS.

CECIL B. DE MILLE'S

"FEET OF CLAY"

With
An All-Star Cast
DON'T MISS IT

Admission Children 15c, Adults 30

Come Early—Show Starts at 7:15
Always a Good Comedy

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula.

PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue

Ocean Beach, California

Phone Point Loma 17

KIRK SMITH Editor-Owner

KATHERINE SMITH Sec'y.-Treas.

200007

Legalized as an Official San Diego
City and County NewspaperSubscription Price, \$1.00 a Year
IN ADVANCE

Single Copies... 5 Cents

Advertising Rates Upon Application
Classified, Transient, Political
and Discount Ads
PAYABLE IN ADVANCELOCAL READERS—Fifteen cents a
line, averaging five words to line.CLASSIFIED ADS—Ten cents per
line, averaging five words to line.

"Entered as second-class matter Decem-
ber 1, 1925, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

FRIDAY, November 14, 1924

A LEGAL NEWSPAPER

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.



EDITORIAL

SORRY, WE CAN'T BE THERE

We acknowledge the receipt of an
invitation from the California De-
velopment Association to attend a
"dinner conference of the leadership
of California" to be held in the Palm
Court of the Palace Hotel at San
Francisco on November 19. The oc-
casion is announced as being one of
supreme importance in the "develop-
ment of California Consciousness"
and the dinner will be followed by
the unveiling in the Ferry building of
the great topographical map of California.

A LESSON FROM THE ELECTION

The election of President Coolidge
is the greatest evidence yet offered
to prove that the American people
think straight on basic questions.

The present vote shows that the
American people cannot be stamp-
eded by professional political prac-
tices which seek to cloud the main
issue.

The election year has also shown
that questions like the tariff and dis-
cussion of changes in the Constitu-
tion no longer seriously disturb busi-
ness and industries as they have done
in the past.

We will continue to advance along
the pathway to success under one
flag, governed by a constitution the
equal of which has not yet been writ-
ten.

Let the public officials in power
remember that they are only the ser-
vants of the people and that no po-
litical party can survive except as it
gives a better government to citizens
who are daily becoming more enlight-
ened on public questions.

REAL PUBLIC OWNERSHIP

The day has passed when "public
ownership" of electric light and
power, street railway, gas or tele-
phone companies means the same
thing as city ownership, state own-
ership or government ownership.

The ownership of the securities of
these great public service corpora-
tions by individuals has reached a
stage where we can properly say that
such public utilities are really "pub-
licly owned." That is, they are
owned today by millions of stock-
holders and bond holders instead of
by a comparatively few persons as in
the past.

This is real "public ownership" as
contrasted with "political ownership"
of these properties by a city, state
or nation.

Picture Frames. FROIDE'S, opp.
P. O.



FABER'S Ocean Beach Grocery

5008 Newport Avenue

Phone Pt. Loma 48

Faber's Little Cash Grocery

5021 Newport Ave. Pt. Loma 129

Faber's Cash & Carry No. 3

2119 Bacon St.

Phone Pt. Loma 248

FABER'S Cash & Carry No. 4, Mission Beach

WHY TRADE ELSEWHERE

WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

Be Prepared

— to keep your home comfortably warm with
Gas room heaters.

Gas heat can be used in many ways — furnace,
individual room heaters, floor furnace, Gas-
steam radiators. Select the plan you need.

Commercial Department

San Diego Consolidated Gas and Electric Co.

857 Sixth

MAIN 64

Bylesby Engineering and
Management Corporation

FREEMAN WIRES

HIS CONVICTIONS ABOUT
COMPROMISE PLAN

The following telegram was sent
from Providence, R. I., on November
8, to Melville Klauber or Mr. Jack
C. Thompson, Chairman Committees
on Water Supply, San Diego, by John
R. Freeman, the noted water expert:

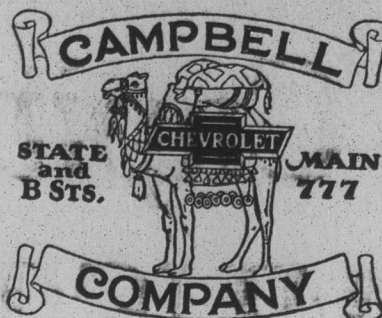
"I have carefully studied the
Rhodes' El Capitan Report and the
many arguments given in my fairly
complete file of clippings from San
Diego newspapers from May to No-
vember; also I have studied the Cit-
izens Compromise Report and have
again carefully reviewed my recom-
mendations in my report of May 16,
1924. In light of all recent evidence
accessible in these newspaper files, I
find myself convinced that compro-
mise plan for Mission 2 Dam flowing
to contour 380 is far better for econ-
omy and abundance of supply and for
facility and economy of extensions
when required by increased consump-
tion than is any plan requiring im-
mediate construction of El Capitan
Reservoir.

MICKIE SAYS—

"TH' WORLD AIN'T GOT NO
GRUDGE AGIN' YOU, MISTER
MERCHANT! IF TH' PUBLIC
AIN'T PATRONIZIN' YOU, MEBBE
IT'S YER OWN FAULT! LOOK
AROUND AN' FIND TH' TROUBLE!
FIX IT! THEN START A
REGULAR AD IN OUR PAPER! Y'
WATCH YOUR LUCK CHANGE!"



Please mention The Beach News
in your dealings with the patrons of
our advertising columns.

The
Chevrolet
CornerWhere
Service
Counts

CLASSIFIED ADS

ONLY A DIME A LINE

TERMS CASH

Rates, 10 cents per line, averaging 5
words to a line. No advertisement for
less than 30 cents, all payable in Advance.

HAVE ROAST DUCK for Thanks-
giving (better and cheaper than
turkey) order now. Also have two
thoroughbred roosters for sale, cheap.
Mrs. John Clarke, 4761 Niagara ave-
nue. Phone Pt. Loma 106-M.

ROCK BOTTOM PRICE for fine
business or apartment house site, with
adjoining improved property, central-
ly located, 100x102 ft., only \$6000.
Be sure to ask about this; can be ob-
tained on good terms. Specially listed
with KIRK SMITH, Licensed Realty
Broker, office of "The Beach News."

MISSION HILLS—Fine parcel of
eight lots, "world view," adjoining
paved street; free as the glorious
air; big snap for \$3,500, terms. Ex-
clusively listed with KIRK SMITH,
licensed realty broker, office of "The
Beach News."

UNION CONGREGATIONAL
CHURCH
(Corner DeFoe Street and Santa
Monica Avenue)

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

TRINITY MISSION EPISCOPAL
Sutcliffe Bldg., 1955 Abbott Street
Rev. George Wallace, D.D., Pastor.

Sunday school at 9:45 a. m.
Morning service at 11.

Political Advertisement.

Religious News

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:

Sunday morning at 11 o'clock.

Sunday School, 9:45 a. m.

Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Ave.

E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. M. M.
school at 9:45 a. m. Young People's
Union at 8:30 p. m.

Sunday, November 16 — Usual
service at 11 a. m. Sermon by the
pastor. Young People at 6:30. No
other evening service. Dr. Hayden
will preach his farewell sermon on
Sunday morning, the 23rd.

CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.

Pastor: Rev. Dealan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.

Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.

Phone or send your orders for
PRINTING, from the smallest card
to a poster, to The Beach News, for
service and satisfaction.

FOLLOW
Freeman's Advice
AND SAVE MONEYTHE EL CAPITAN PLAN SHOULD BE DEFEATED
BECAUSE:

1. It will waste two and a half million dollars.

"Even if the city had plenty of money to build at El Capitan, it would be wasting two
and a half million dollars. If the cost of dams at El Capitan and at Mission Gorge were
equal, I would still stick to the Gorge."—John R. Freeman in conference with City
Council and Mayor, May 23, 1924.

2. It has been condemned by the ablest engineers obtainable.

Engineers H. N. Savage and John R. Freeman have advised against building at El Capitan.
The City Council has contemptuously thrown away the advice and reports of Sav-
age and Freeman. Why?

3. A logical, economical, harmonious plan is available NOW.

Initiative petitions are being prepared for an election, at which will be submitted to the
voters a plan of water development which is millions cheaper than El Capitan, will pro-
vide more water at less than half the cost, will amply protect the city of San Diego and
the Back Country, will do away with expensive law suits, private interests and hostile
factions, and which has been O.K.'d by both Freeman and Savage.

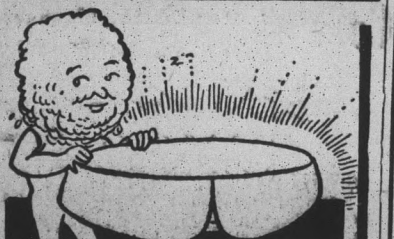
Vote NO on El Capitan

Tuesday, November 18

The Mayor's Citizen Water Committee of Fifty.

SUDS AND DUDS

of the
POINT LOMA
LAUNDRY



Duds is quite
spotless in his dress
That's why he likes
our work we guess.

POINT LOMA LAUNDRY
Phone, Point Loma 378.
LAUNDRY CALLED FOR
AND DELIVERED.
IF IT'S LAUNDRY WORK,
WE DO IT!
—Wet Wash, Rough Dry,
Semi-Finish and Finish Work—

T. J. ELLIS

Painting Contractor
Carpentering

ESTIMATES FREE

4620 BRIGHTON AVENUE

Box 1061 Ocean Beach, Calif.

Phone, Point Loma 259-J

E. K. BURDETTE

PLUMBING

Contracting, Estimating, Jobbing

2005 Bacon St. Ocean Beach.

SUNSET GARAGE

TURNER B. KLINE

1916 Bacon Street

Ocean Beach, Calif.

Phone: Point Loma 20-J

SAN DIEGO

Army and Navy
Academy

Prep for College, West Point and
Annapolis—Enjoys University of
California's Highest Scholastic
Rating

THOROUGH MILITARY
INSTRUCTION

CHRISTIAN INFLUENCES

LAND AND AQUATIC SPORTS

ENTIRE YEAR

Located on Ocean

Phone, Pacific Beach 172

COL. THOS. A. DAVIS, Pres.

if it's in the line of
PRINTING

From a Visiting Card
to a Poster.We Can Satisfy You With
Quality, Quantity and Service

JOB PRINTING DEPT.

The Beach News

Phone Point Loma 17

4829 Saratoga Avenue,

Ocean Beach, California

SPEND YOUR DIMES AND
DOLLARS AT HOME

El Capitan Bonds MUST Carry!

EL CAPITAN DAY
At Ocean Beach
SUNDAY, NOVEMBER 16
BAND CONCERT
At 11 o'clock
Speaking Immediately After
the Concert

If El Capitan Bonds do not carry it is absolutely certain that the so-called compromise plan will not carry either.

San Diego's water development will then stop. After that the city's growth will stop because to grow a city must have an adequate water supply.

Take no chances. Vote YES on the El Capitan Bonds and insure the city's future growth and prosperity. Get your friends and neighbors to vote YES, too, because a two-thirds vote is necessary if the El Capitan Bonds are to carry.

Talk El Capitan Bonds morning, noon and night from now until next Tuesday.

"In order to preserve San Diego's Pueblo rights to the permanent use of the waters of the San Diego River, I consider it is imperative that the El Capitan site be now selected. The valuable rights of the city under the Act of Congress, to the U. S. Government lands in the reservoir site at El Capitan will be lost and forfeited if work is not immediately commenced on this site before December 22, 1924." — M. M. O'SHAUGHNESSY, Consulting Engineer.

Vote YES

On El Capitan Bonds Nov. 18th

CITIZENS' COMMITTEE FOR EL CAPITAN BONDS
212 Broadway Phone, Main 2386

"LOMA LORE"

By WINIFRED DAVIDSON
Point Loma, California

Book rights reserved.

(Continued from last week)

LOUIS J. ROSE

In 1855 the mining industry in San Diego County received a great impetus from the reports of the opening of copper, silver and gold mines in Lower California. There was more prospecting done at that time than at any other in the history of the county. Mr. Rose fitted out two men in April of that year, "with all the paraphernalia necessary for a gold hunt and three months' provisions, and dispatched them for the mountains where gold has already been discovered in small quantities, with instructions not to return till they have found good paying diggings. He says he will send them supplies for a year whenever they order them, but in no case to return or give up the search—so confident is he that there are rich deposits through the whole region of country between here and the desert. We wish them success."

More than two years later, there is this note:

"September 12, 1857. Mr. Lewis Rose who has spent a small fortune in prospecting and working copper and silver mines in San Diego County with varied success has at last struck a copper lead that promises richer than any yet found in Lower California. We have in our office a lot of the ore taken from one foot below the surface which is the best specimen of carbonate of copper that we have yet seen—not excepting the fine ore from the Jesus Maria mine in Lower California."

And in January of the next year is this:

"We learn that Mr. Lewis Rose has disposed of a one-half interest in his copper mine for \$30,000. He has out about 1000 pounds of ore ready to ship."

And later, February 13, 1858:

"Mr. Rose's mines continue to yield rich ore and we learn that new lodes have been recently discovered which promise even better than any yet opened."

And with all these irons in the fire the hustling Mr. Rose inserted the following card in the Herald of January 27, 1855:

"The undersigned having formed a co-partnership for the purpose of carrying on a mercantile business in its various branches, beg leave to call the attention of their friends and the public generally to their stock of goods just received from San Francisco, where they have been purchased with a special view of this market, consisting of dry goods, groceries, clothing, hardware, liquors, segars, tobacco, etc. From their long acquaintance with the citizens of San Diego and this vicinity they hope to receive a liberal share of the public patronage. Their store will be opened at the new adobe building of L. Rose formerly occupied by Messrs. Manasse on Monday the 29th inst., at which time they will be happy to show their friends and supply their wants. Rose & Pendleton."

This is enough to indicate the activities of the man who at one time undertook, as Smythe recalls, the manufacture of mattresses from seaweed; who prospected for coal in Rose's canyon; who was one of the first to be interested in the San Diego and Gila railroad; becoming its treasurer. Glance at the old lists of promoters of debating clubs and of other organizations looking to the betterment of San Diego and of Point Loma, and you find his name. He was postmaster at Old Town for ten years. He made enemies, naturally. A man of his push and progressive ideas was bound to make enemies; but he more than anyone else of his time sounded the note of "Bigger Business for all Point Loma."

In the Union of March 24th La Playa comes to the attention of the public in this way:

"The old La Playa also is agitated by the breeze of prosperity, and real estate about the site of the ancient customs house is in some inquiry, if not in active demand. Our respected and venerable friend Louis Rose,

feels richer day by day, and anticipates marked changes for the better in the neighborhood of the town site that bears his odorous name."

In 1871 Mr. Rose helped to form the San Diego Mutual Land Association, which offered 300 desirable lots at Roseville and La Playa, free, to actual settlers who would improve the same.

Mr. Rose was married on May, 1869, to Mrs. Mathilda Newman. Their only child, Miss Henrietta Rose, is a teacher in the San Diego schools.

There are but three graves over in the old Jewish cemetery west of the Golf Clubhouse, at the entrance of Point Loma. One of them, fittingly, is the burial place of Louis J. Rose.

(Continued next week)

The Supreme In Laundry Service

ORIGINAL FRENCH LAUNDRY COMPANY

Over Thirty Years in San Diego

ROUGH DRY—DRY WASH—FINISHED

PHONE 668-63

For Driver Original French Laundry Co., or Leave Bundle at BURKHARDT'S CIGAR STORE, next to O. B. Postoffice; or at RUNYON'S GROCERY, 1906 De Foe Street, Ocean Beach.

DELINQUENT NOTICE

AGNEW SANITARIUM

Principal Place of Business, San Diego, California.

NOTICE:—There is delinquent upon the following described stock, on account of assessment levied on October 6th, 1924, the several amounts set opposite the names of the respective shareholders, as follows:

Names	No. of Certificate	No. of Shares	Amount
Thos. L. Magee	1	2	\$ 10.00
S. J. Wines	2	1	5.00
D. B. Northrup	13	2	10.00
F. R. Burnham	19	2	10.00
F. R. Burnham	85	5	25.00
J. F. Escher	101	1	5.00
J. F. Escher	102	1	15.00
Strahlmann Mayer Drug Co.	23	1	10.00
Ferris & Ferris	29	2	10.00
F. S. Banks	72	2	10.00
Edward Grove	125	1	5.00
Geo. W. Griffiths, Jr.	159	20	100.00
Geo. W. Griffiths, Jr.	162	150	750.00
Estelle Griffiths	161	49	245.00
Mary C. Stewart	160	1	5.00

And in accordance with law and an order of the Board of Directors, made on October 6th, 1924, so many shares of each parcel of such stock as may be necessary, will be sold, at 420 Union Building, San Diego, California, on December 1st, 1924, at 7 o'clock p. m. of such day, to pay delinquent assessments thereon, together with costs of advertising and expenses of sale. IDA L. LEE, Secretary.

420 Union Building, San Diego, California.
Nov. 14-21-28.

MISSION BEACH Bath-House

Now Under Construction

Costing \$450,000

Is the First Unit in the Improvement of the
MISSION BEACH AMUSEMENT CENTRE

**LOTS as low as \$900 on the Easiest Terms
ever made on Residential Beach Property**

The increasing number of HOMES being built at MISSION BEACH attests the popularity of California's most desirable resort.

For further information call at **GENERAL SALES OFFICE**
101 Broadway or Tract Office, Mission Beach
Sales Agents: **GEORGE L. BARNEY — T. A. RIFE**

CALIFORNIA TO THE FORE

California ranks among the states in the American Commonwealth:

First in value of all horticultural products.

First in production of peaches, oranges, prunes, apricots, pears, olives, almonds, walnuts and beans.

First in petroleum production and refining.

First in production of gold, platinum, quicksilver and borax.

First in hydro-electric power development.

First in forest area.

First in per capita automobile ownership.

First in paved highway mileage.

First in fruit and vegetable canning industry.

Second in fish canning industry.

Second in ship and boat building industry.

Second in beet sugar industry.

Second in total automobile registration.

HIGH POWER RADIO

Superpower broadcasting is the latest phase of radio development. Commenting on the possibilities of developing these high powered stations, David Sarnoff, vice-president and general manager of the Radio Corporation of America, says that "such stations located 25 to 50 miles away from a city will not interfere with broadcasting of local stations. "Progress in radio necessarily means progress both in broadcast transmission and broadcast reception. Super-broadcasting will deserve the sanction of the government, the public and the radio industry itself."

Classified Ads Get Quick Results.

**Don't Watch Mission and
Ocean Beaches Grow—
Grow With Them!**

Keep Advertising, And Advertising Will Keep You!

Ocean Beach Lumber Co.

W. H. RABSAHL, Manager
Phone, Pt. Loma 40-J

**THE RAINS ARE COMING!
PREPARE FOR THEM NOW!**

Fix up that Roof Before it Is Too Late. Don't Put It Off!

Another day it may mean ruining of your house and furnishings. We are in a position to offer you most any kind of roofing material.

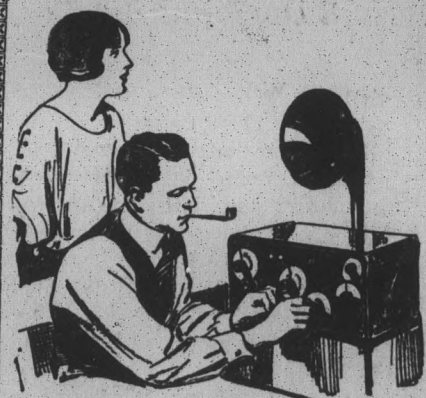
We have in stock at our warehouse and yard a complete line of Pioneer and Paraffine Roofings, Cedar and Redwood Shingles—also Pioneer Slate Shingles.

Come and see us or we will send a representative to your home.

Estimates Cheerfully Given



We also carry a complete line of building material of all kinds. See us before you build.



CECIL O. CARL

ELECTRICAL CONTRACTOR

5050 Newport Avenue

Phone, Point Loma 49.

Res. Phone Pt. Loma 36

Wiring—Fixtures—Motors

All work guaranteed

RADIO Outfits a Specialty

"If it's Electrical, see Cecil"

Get our prices on PAINT.

H. H. REID & SON

Paints, Hardware and
Household Supplies

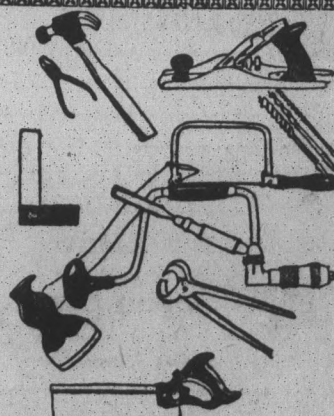
NEW MAIL BOXES

Just Arrived

STANLEY 4-SQUARE
HOUSEHOLD TOOLS

5050 Newport Avenue

Phone: Point Loma 49



GEO. FINLEY

BUILDING

CONTRACTOR

Best Workmanship

Satisfactory Service

Estimates Furnished

4845 NARRAGANSETT AVE.

Phone Point Loma 103 W.

The Maine Garage

5040 Newport Avenue

Ocean Beach, Calif.

PHONE POINT LOMA 382

Branch Depot

UNION

ICE

Company

Dancing Every Night and Sunday Afternoon—Except Monday

**BENBOUGH'S
OCEAN BEACH DANCE PAVILION**

YES! WE CAN DO all kinds of PRINTING